GMB PRESENTATION

By SDM Classes

INTRODUCTION TO GOOGLE MY BUSINESS

- Google My Business (GMB) is a free tool provided by Google.
- It helps businesses manage their online presence across Google Search and Google Maps.
- GMB allows companies to connect with customers, share important information, and attract new clients.

WHY GOOGLE MY BUSINESS IS IMPORTANT?

- Increases online visibility.
- Improves local SEO (Search Engine Optimization).
- Provides a platform for customer reviews.
- Allows direct interaction with potential customers.
- Helps build trust and credibility.

KEY FEATURES OF GOOGLE MY BUSINESS

- Business Profile on Google Search and Maps
- Customer Reviews and Ratings
- Posts, Offers, and Announcements
- Insights and Analytics
- Messaging with Customers
- Booking and Ordering Integration

BENEFITS OF GOOGLE MY BUSINESS

- Boosts Local Search Ranking: Appear in the "Local Pack" and Maps.
- Customer Engagement: Real-time messaging and Q&A.
- Builds Trust: Verified profile increases customer confidence.
- Free Marketing Tool: Zero cost for setup and maintenance.
- Better Decision-Making: Access customer insights and behavior.

HOW TO SET UP GOOGLE MY BUSINESS

- Go to: https://www.google.com/business/
- Sign in with your Google Account.
- Enter your business name and address.
- Select your business category.
- Add contact details and website.
- Verify your business via postcard, phone, or email.

OPTIMIZATION TIPS FOR GMB

- Add high-quality photographs.
- Keep business hours updated.
- Respond to customer reviews.
- Post updates, offers, and events frequently.
- Use keywords related to your business.
- Enable messaging for direct communication.

CONCLUSION

- Google My Business is essential for modern businesses.
- It helps you reach local customers and improve online visibility.
- Consistent updates and engagement can significantly grow your business.

THANK YOU

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